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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/810,282	03/16/2001	Joseph Barilovits	BAR-002PA	6583

7590 09/10/2002

J.M. ROBERTSON INTELLECTUAL PROPERTY
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SPARTANBURG, SC 29302

EXAMINER

PURVIS, SUE A

ART UNIT	PAPER NUMBER
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1734

DATE MAILED: 09/10/2002

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/810,282

Applicant(s)

BARILOVITS ET AL. 

Examiner

Sue A. Purvis

Art Unit

1734

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-19 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-19 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on ____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☒ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). ____.
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) ____.
- 6) ☐ Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1, 3-8, 10, 12-17 and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over the admitted prior art in view of Wipperm (US Patent No. 4,479,316) or Fox (US Patent No. 2,095,437).

The admitted prior art as detailed on pages 1-3 of the specification disclose that it is known to mark locations along the length of web by placing removable labels at those locations. In order to ensure easy removal of the labels from the web, it is known to have a portion of the label be projected outward from the edge of the web, thus permitting that portion to be easily grasped for removal. Furthermore, it is also known to utilize an adhesive pattern across the contact surface of the label such that one free end of the label which corresponds to the outwardly projecting portion be substantially free of adhesive.

The admitted prior art does not disclose adhesive free zones on both sides of the label.

Wipperm discloses a label strip where the adhesive layer is applied to at least one narrow band to the carrier strip so that the areas of the side of the strip which come into contact with a pull-off device are free of adhesive. (Abstract; Figure 2-3).

Art Unit: 1734

Fox discloses a label unit (6) that is provided with edge portions (11) that are uncoated and which enables a person to easily separate the protective backing material (4) from the strip (1) when it is desired to use the label. (Page 2, lines 53-61; Figure 5).

It would have been obvious to one having ordinary skill in the art at the time the invention was made that in addition to the one adhesive free end in the admitted prior to also include a second adhesive free end as taught by Wipperfurth and Fox. Both Wipperfurth and Fox teach advantages of having two adhesive free ends. These include minimizing the adhesive contact between the label and the carrier web, thus making it easier for a user to remove the label from the web.

Regarding claims 3, 4, 12 and 13, rectangular labels are known and commonly used as shown in Wipperfurth Figure 2.

Regarding claims 5-7 and 14-16, while there is no mention of what percentage of the total surface area is covered by adhesive in the admitted prior art, Wipperfurth, or Fox, it would have been obvious to one having ordinary skill in the art at the time the invention was made to change the amount of adhesive on the label based on the details of the system. Details such as the material of the label, material of the web, the type of article to be labeled, and the type of adhesive to be used all need to be considered by the artisan to determine how much adhesive is needed and how much of the surface area of the label is needed to be covered. Thus it is within the purview of the artisan to have adhesive zones of 75, 70, and 60 percent of the total surface area of the contact surface.

Regarding claims 8 and 17, page 1 of the instant specification admits using textile fabric is known.

Art Unit: 1734

3. Claims 2 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over the admitted prior art in view of Wipern or Fox as applied to claims 1 and 10 above, and further in view of Amberkar (US Patent No. 4,166,144).

The admitted prior art in view of Wipern or Fox does not show a label with a surface that has substantially reflective metallic character.

Amberkar discloses a label stock which has a metallic overcoat (11). (Col. 2, line 18).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to have a metallic coat on the label of the admitted prior art in view of Wipern or Fox, because labels with a metallic appearance are known and used in the labeling art as shown in Amberkar. Furthermore, it is within the purview of the artisan to choose a metallic label based on what the artisan wants to use the label for. For example, a metallic label may grab the consumer's attention quicker than a non-metallic label, which would be desirable if the artisan wants to attract attention to the product on which the label is placed.

4. Claims 9 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over the admitted prior art in view of Wipern or Fox as applied to claims 1 and 10 above, and further in view of Steidinger (US Patent No. 5,700,536).

The admitted prior art in view of Wipern or Fox does not show heating the label prior to being attached to the web.

Steidinger discloses an integrated label product where the web (37) with the adhesive patterns applied carries to a station (40) to cure the patterns of adhesive if cold adhesives are used. In the case of hot melt adhesives, curing is not required but it is sometimes desirable to cool the patterns of adhesive in which case station (40) can be used for this purpose. Curing can

Art Unit: 1734

be by drying, heating, cooling, and by UV or infrared radiation, for example. (Col. 5, lines 28-35).

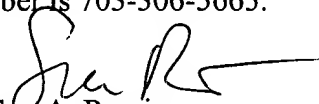
It would have been obvious to one having ordinary skill in the art at the time the invention was made to heat the web of the admitted prior art in view of Wippem or Fox once the adhesive is applied but before transferring the label to the carrier web as taught by Steidinger, because curing the adhesive helps in the application of the label to the web. Enabling the label to adhere to the web more completely and it is less likely that labels will fall off the web before they are used.

Conclusion


5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Sue A. Purvis whose telephone number is 703-305-0507. The examiner can normally be reached on Monday through Thursday 8am to 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Rick Crispino can be reached on 703-308-3853. The fax phone numbers for the organization where this application or proceeding is assigned are 703-872-9310 for regular communications and 703-872-9311 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-306-5665.


Sue A. Purvis
Examiner
Art Unit 1734

sp
September 4, 2002


RICHARD CRISPINO
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 1700